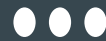# What you told us about analytics

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Background info

DPLA wants to improve how we collect and report data to hubs.

With support from the Mellon Foundation, we're learning about what kinds of data services our hubs need.

Questionnaire

We sent a questionnaire to hubs asking how they currently use and would like to use data about:

1. Use of digital materials
2. Metadata quality / completeness
3. Collection analysis

We received 21 responses from 20 hubs.

Digital Use

Hubs are most interested in data about **digital use**.

They use it to:

- Demonstrate value to stakeholders
- Develop outreach/marketing strategies
- Improve discoverability
- Prioritize collections for digitization
- Improve user experience

Metadata quality/completeness

Hubs are also interested in metadata quality/completeness data, *especially its impact on digital use.*

"Making the case for data providers to spend resources improving their metadata is the biggest challenge."

Collection analysis

Hubs are least interested in data about collection analysis.

About half do not use this data at all in decision-making.

Opportunities

More digital use data, include API and social media.

Learn how metadata quality and completeness affects use.

Compare data across hubs and contributing institutions.

Provide hubs with raw data dumps.

Provide training.

Next steps

Focus group (yesterday)

Working group

New technologies